

**FLORIDA CONSUMER CONFIDENCE INDEX**  
**July 26, 2005**  
**FOR IMMEDIATE RELEASE**



**UNIVERSITY OF  
FLORIDA**

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*Consumer Confidence*

Consumer confidence among Floridians retreated in July, down to 93 from 96 in June. There were declines in four of the five index components. The largest drop was in perceptions of economic conditions over the next year which fell six points to 82, while perceptions of economic conditions over the next five years fell four points to 85. Perceptions of personal finances now compared to a year ago fell five points to 85, while perceptions of personal finances a year from now gained a point to 99. Perceptions as to whether it is a good time to buy big ticket items fell a point to 113.

“Floridians were a little less confident in June compared to the national index,” said Chris McCarty, the Survey Director. “Consumer confidence nationally as measured by the University of Michigan was up half a point to 96.5. Here in Florida we lost three points, as we had predicted last month. Gas prices have returned to their higher levels after a temporary drop in late May and early June. This is probably a large part of the reason for the drop in Florida, although we expected that to have an effect nationally as well.”

Overall there wasn’t much of a difference in the index change between older and younger respondents as there had been in previous months. Households with lower incomes actually gained in July while higher income households declined slightly. This difference was most likely due to weak gains in the stock market at the beginning of the month. Since then the market has performed well. The terrorist bombings in London may have had some effect, although apparently not much on higher income households.

“Going forward we expect consumer confidence to remain about where it is at 93 for the next month or so as gas prices will remain high,” said McCarty. “The tax holiday for back to school shoppers in August may provide some boost next month. Some positive news on the national front, such as the change in China’s policy on pegging their currency to the dollar, may provide some lift for the stock market. Retail and chain store sales were strong in June, and may taper off a bit in July, although not by much. We expect Floridians to take advantage of the tax-free holiday next month, which will be good for retailers.”

**FLORIDA ECONOMIC AND CONSUMER SURVEY**  
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Jul-04 Aug-04 Sep-04 Oct-04 Nov-04 Dec-04 Jan-05 Feb-05 Mar-05 Apr-05 May-05 Jun-05\* July-05†

<b>Consumer Confidence Index</b>													
FLORIDA	94	95	93	93	93	91	93	97	92	91	91	96	93
Men	98	105	102	100	103	97	99	102	96	94	96	99	97
Women	92	89	87	88	87	86	89	92	89	88	87	93	89
Under age 60	97	102	97	96	96	96	96	99	95	96	97	98	95
Aged 60 and over	87	81	84	85	90	82	90	93	88	83	81	91	87
Income under \$30,000	80	85	81	83	78	75	82	82	81	81	77	79	82
Income \$30,000 and over	102	103	100	100	102	99	101	102	98	96	99	101	100

<b>Personal financial situation now compared to a year ago</b>													
FLORIDA	83	88	85	81	85	87	85	91	88	90	87	90	85
Men	83	98	92	83	97	90	90	98	94	94	95	92	91
Women	83	82	80	78	76	84	80	85	82	87	81	88	81
Under age 60	90	100	90	87	94	93	90	98	96	99	96	95	91
Aged 60 and over	67	60	71	67	69	75	75	77	71	76	72	80	72
Income under \$30,000	61	69	67	62	52	64	65	68	67	73	61	64	66
Income \$30,000 and over	96	100	97	91	103	98	97	100	101	100	102	100	96

<b>Personal financial situation expected one year from now</b>													
FLORIDA	95	103	100	101	100	94	98	99	93	96	96	98	99
Men	99	113	109	109	108	99	102	102	95	99	99	98	102
Women	93	97	94	95	94	91	94	96	92	93	94	98	96
Under age 60	101	115	110	111	107	107	104	106	103	107	107	104	105
Aged 60 and over	81	77	77	79	86	69	86	83	76	76	76	80	83
Income under \$30,000	85	99	92	95	92	84	91	87	83	86	84	88	96
Income \$30,000 and over	102	107	108	107	106	101	104	105	102	100	104	102	104

<b>Expected national economic conditions over the next year</b>													
FLORIDA	91	89	87	87	88	82	87	93	83	77	79	88	82
Men	95	99	98	95	97	90	95	100	85	81	86	93	87
Women	89	83	79	80	82	76	81	86	81	74	74	84	78
Under age 60	93	91	91	86	86	86	87	93	82	78	83	90	84
Aged 60 and over	88	85	78	87	92	76	88	96	84	74	69	82	79
Income under \$30,000	82	84	77	79	74	67	77	75	73	69	69	74	70
Income \$30,000 and over	98	94	91	91	96	89	95	100	87	81	83	90	90

<b>Expected national economic conditions over the next 5 years</b>													
FLORIDA	94	89	90	92	85	87	88	88	84	80	82	89	85
Men	99	102	98	104	99	95	93	93	89	83	90	95	93
Women	91	81	85	82	74	81	84	83	79	78	76	85	79
Under age 60	93	92	91	95	80	88	87	87	80	79	86	89	84
Aged 60 and over	97	82	91	85	94	87	90	90	91	82	76	93	89
Income under \$30,000	84	74	82	86	74	65	76	72	73	65	70	72	77
Income \$30,000 and over	98	99	93	98	91	96	94	93	86	85	90	93	91

<b>Is this a good time to buy major household items?</b>													
FLORIDA	107	108	102	105	109	104	110	113	114	110	111	114	113
Men	112	115	112	107	112	112	114	115	116	114	113	119	113
Women	105	104	96	102	107	97	106	112	113	107	109	110	112
Under age 60	109	112	102	103	110	106	110	113	112	114	111	111	112
Aged 60 and over	103	101	103	108	108	102	109	117	117	104	113	120	112
Income under \$30,000	89	97	86	93	99	96	99	106	108	111	101	96	101
Income \$30,000 and over	116	118	111	110	114	108	116	115	117	111	116	121	118

\*Revised. †Preliminary.

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**CHARACTERISTICS OF SURVEY RESPONDENTS FOR CURRENT MONTH**

Sample Size	402	Race		Gender	
		% Non-white	19	% Male	42
Average age	51	% White	81	% Female	58
Income Characteristics		Hispanic Origin		Region	
% less than \$20,000	19	% Yes	13	% North	22
% \$20,000 to \$29,999	16	% No	87	% Central	18
% \$30,000 to \$49,999	25			% Southeast	28
% over \$50,000	40			% Southwest	32